

Appln No. 10/760,235  
Amdt. Dated December 13, 2005  
Response to Office Action of November 2, 2005

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**REMARKS/ARGUMENTS**

The Applicant thanks the Examiner for the Official Action dated November 2, 2005. In response to the issues raised, we offer the following submissions.

**Claims – 35USC§102**

Claims 1 to 5 stand rejected for lack of novelty in light of US 6,439,908 to Silverbrook et al. The Applicant disagrees and submits that the cited reference fails to teach the present invention.

Claim 1 requires each printhead module to have at least two printhead integrated circuits (ICs) and at least two corresponding electrical connectors for supplying power and print data to their respective printhead ICs. The modular printhead of '908 has a single printhead IC (chip 18) and electrical connector (TAB film 22) for each module 12. The modules 12 of '908 are configured for individual replacement. If one of the printhead ICs 18 fails, it can be replaced without needing to scrap the entire printhead assembly 10 (see column 2, lines 4 and 5).

In contrast, the printhead module 30 of the present invention has a series of printhead ICs 51, their associated flex PCBs 80 and a controller (PEC) 100 housed in a casing 20 for convenient removal and replacement. This allows the modules 30 to be interconnected for a wide format printing system. However, as each module has its own PEC, it can be used individually. The '908 printhead assembly 10 does not have its own PEC. It must connect to a PEC via the data socket 66.

Accordingly, the cited disclosure fails to anticipate the combination of elements defined by claim 1. Likewise, claims 2 to 5 are also novel by virtue of their dependence (directly or indirectly) from claim 1.

The Applicant respectfully submits that the claim rejection has been successfully traversed. Accordingly favorable reconsideration and allowance of the application is courteously solicited.

Very respectfully,  
Applicant:



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KIA SILVERBROOK

Applicant:



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NORMAN MICHEAL BERRY

Applicant:



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GARRY RAYMOND JACKSON

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